

# Evaluating impacts of geographical indications: research methods

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# Which impacts of GIs?

- Need to understand the whole system of the GI
- Before being able to analyse the impacts
- Which shall be understood in a broad manner:
  - Quantitative data
  - But mainly Qualitative data
- With the issue of not yet well established GIs in CLMV
  - with thus little impacts as for now

# Which impacts of GIs?

- Economical : added value
  - At the level of producers/processors/value chain
- Legal: Reduction of frauds
- Organisational/institutional
- Rural development of territory
- Technical:
  - Dissemination of innovative practices
- Environmental
- Any possible definition of the causal relations that can explain the impacts observed?

# Which data to collect?

- Written data
  - Literature
  - Law, regulations
  - Official documents on the GI product
- Interviews
  - Open questions
  - Historical perspective

# Who to interview? Ex of Vietnam

- Local authorities: agriculture, sciences and technology (IP), commerce
- Association/organisation of producers
- producers of raw material, processors:
  - Using the GI
  - Not using the GI but complying with it
  - Not complying with the GI
- collectors, retailers
  - in and outside the geographical area
- Consumers:
  - In and outside the geographical area

# Grid of analysis of GIs to assess the impacts

- Identification of the product and its method of production
- History of the elaboration of the GI
- Management of the GI
- Market of the GI
- Development of the GI territory
- Legal protection of the GI

***With an historical perspective to understand the evolution = the impacts***

# Identification of the product

- Name of the product:
  - Popular name
  - Name registered as a GI
- Category of product
- Form of the product: several forms?
- Raw material, process product?
  - Origin of raw material
- Any change since the beginning of the process of GI registration?

# Identification of the GI product

- Main criteria of the production method
- Season of production
- Local varieties ? Evolved varieties? Use of GMO?
- Natural raw material? Synthetic ingredients?
- Combination with other culture? With agrorestry?

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